

Dear reader,

I'm very pleased to welcome you to the first PERHT Newsletter!

A pilot project part-funded by the EC under the LIFE+ Program – the EU financial instrument for the environment – PERHT, “Parking Green Services for Better Environment in Historic Towns”, has been selected among some hundreds European projects presented in response to LIFE+ call of 2011.

PERHT addresses the very important issue of people and goods mobility by the implementation and demonstration of appropriate and innovative “green” parking schemes and associated measures in small-/mid-size historic towns such as Treviso, where the impacts of individual and commercial traffic are more severe.

Launched in October 2012 and running until September 2015, the LIFE+ PERHT project involves a cooperation between local authorities (Municipality of Treviso), transport service providers (ACTT Treviso) and engineering and research companies (MemEx - Livorno, Softeco Sismat - Genova). The international dimension of the problem and the potentials for transferability of the identified solutions are also illustrated by the cooperation with EAHTR, the European Association of Historic Towns and Regions that, thanks to their network of thousands historic cities, act as a multiplier partner of PERHT project.

This is the first issue of the PERHT newsletters, a main communication tool that we plan to deliver every six months to provide potential users, stakeholders and the various organisations involved in people and goods mobility in Treviso and the Marca Trevigiana areas with regular updates and insights on the work done in the project and the achievements and results obtained in its various phases.

We would be pleased if you could follow us and our activities throughout the three year duration of PERHT, via this newsletter and

other communications channels and events we will set up to maximize the interaction between the project, the citizens, the economic operators and mobility users in Treviso. Your interest and suggestions will greatly improve our efforts and work and will help us to introduce and provide innovative measures and services meeting your needs and enhancing the sustainability and quality of life in Treviso.

Marco Dall'Agnol, ACTT Treviso

the PERHT Project Coordinator, on behalf of PERHT Consortium

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The PERHT project: an outline

Private traffic together with city freight distribution are well known factors of energy consumption and environmental degradation in European urban centres. As over 70% of European population live in urban areas, urban transport results in significant impacts not only in terms of environmental degradation and economic losses (about 100 Billion Euros per year, 1% of the EU's GDP) but also in relation to citizens' health and liveability of our centres.

All of this becomes even more critical in **small-/mid-size European historic towns (SMHTs)**; i.e. urban areas with a total population between 50.000 and 180.000, having an historic centre as a core element of the town's economic, social and cultural life and development. Here, a mix of critical issues – ranging from the physical characteristics of the urban environment and

road system, to the very dense concentration of activities in a small area, the limited budgets of local administrations, the higher impacts of the recent economic crisis, etc. – provide further challenges to the development of a sustainable mobility.

PERHT addresses these issues by experimenting several innovative measures in the historic town of Treviso. **Parking resources**, in PERHT, are regarded as a central town resources and a high value asset to leverage upon for building up and introducing new sustainable

services for people and goods mobility. Indeed, parking services are at the centre of urban mobility. When operated in a clever and coordinated manner, the parking system can become a strategic tool for the integrated management of mobility, with operational and policy relations to e.g. pedestrianised areas, Access Control Zones, Park + Ride services, etc.

To this end, PERHT is building upon several important mobility assets available in Treviso, including:

- a **fully automated parking system** – *iPark Trevisosta*, providing continuous automated monitoring and free places information of over 2700 parking lots in the town centre,
- the **Public Transport system**, operating in Treviso and the whole Marca Trevigiana with more than 3000 served stops,
- a **bike sharing system**, *TV Bike*, with some 14 stations for the pick-up and drop-off of over 70 bikes.

Leveraging on such mobility assets and their infrastructures, PERHT will implement and demonstrate several new measures and services leading to a more integrated and sustainable mobility system for the citizens, the visitors and travelers in Treviso. Overall, the integrated PERHT measures in Treviso will aim at the following key objectives:

- **decreasing car and commercial traffic congestion and impacts** by reducing the number of private and commercial vehicles in the historic centre;
- **supporting informed and sustainable travel choices** by the users in Treviso and the surrounding region (Marca Trevigiana);



- **improving the modal shift** from car to more sustainable mobility including public transport and bikes;
- **incentivizing green vehicles**, such as electric and hybrid vehicles for private and commercial use, by introducing suitable supporting policies and measures.

To this end, the PERHT project will implement several measures, new services and the underlying technologies, including:

- improved **Park+Ride measures** enhancing the capabilities of the parking system as a **hub** enabling the shift to sustainable mobility services;
- better integration of bike mobility as low cost, fast and accessible option for last mile mobility by **enhanced access** to

the **bike sharing system** and the introduction of several **Bike Stations** for private bikes;

- o operation of a new **collective taxi service** (Col-Taxi) well integrated with parking and P+R facilities and providing a flexible, attractive and economic mode complementary to regular Public Transport;
- o dedicated **parking lots** for **freight load/unload** operations in the inner historical centre, together with the related information and booking services;
- o facilities (i.e. **recharging stations** and services) to promote and improve the use of electric vehicles in the above

services, together with the accompanying **incentive policies** for the electric mobility; e.g. free access to and circulation in the inner historical centre, priority policies for parking booking and usage, free or reduced tariff schemes, etc.;

- o easily accessible and usable **ICT services** for **multi-modal travel information**, including a **web portal**, **information kiosks** and downloadable **mobile Apps** for smart devices (smartphones, table PCs) providing integrated access to dynamic travel information (e.g. parking, public transport, bike sharing, etc.) and on-line travel services (e.g. travel planning) and facilitate sustainable travel choices.

The PERHT Consortium

ACTT, Azienda Consorzio Trevigiano Trasporti SpA, mobility operator of Treviso and the Marca Trevigiana, including parking and public transport systems.



Comune di Treviso, Local Authority, ensuring the institutional context for the development of PERHT project. Mobility policies for private and freight mobility. Coordination of bike mobility and Treviso bike sharing system.



Memex Srl, transport engineering and innovation company. Support to service design, introduction, demonstration and evaluation. Technical project management



Soffeco Sismat Srl, ICT solution providers and integrator. Implementation of ICT and technologies underlying the new PERHT services.



EAHTR, European Association of Historic Towns and Regions. European dissemination and communication multiplier.



Project events

PERHT has started the planned activities on 1st October 2012. The first six months of the project have been mainly devoted to the startup of the analysis of users' needs and operators requirements.

Recent events since project start include:

- o Project Kick-off Meeting, held on 22-23 October 2012 at ACTT Treviso, home of the coordinating beneficiary of PERHT, including a first visit to the planned project demonstration areas in the historic centre;



PERHT Kick-off Meeting, 22-23 October 2012, ACTT Treviso

- Participation to the national kick-off meeting of LIFE+ projects 2011, organised by the national LIFE+ authority (Ministry of Environment) and held in Rome on 7 November 2012;
- Several project and technical meetings, held in Treviso on 5-6 December 2012, 24-25 January 2013, 12-13 February 2013, 20-21 March 2013;
- Technical meeting with ACTT and Treviso Taxi company, held in Treviso on 13 February 2013 and aimed at investigating the requirements and possible design solutions for a collective taxi service;
- Technical meeting with ACTT and Smart Parking Systems, the company supplying the iPark system in Treviso, held in Verona on 11 March 2013 and aimed at integrating dynamic parking information in the PERHT mobile application for travellers in Treviso area;
- First project monitoring meeting by the Monitoring Team (Timesis Astrale, Dr. L. Mingali) co-located with the project meeting nr. 3 held in Treviso on 21 March 2013.
- CiVITAS CiVINET Italia Conference "Condividere per Migliorare", held in Rome on 20 November 2013; presentation by ACTT (Stefano Crosato) on "Parking and Intermodality" (in Italian);
- "Optimerade Parkeings strategier" conference, held in Stockholm on 27-28 November; presentation by ACTT (M.Dall'Agnol) on "I-Park Treviso: an innovative parking system and how it has been beneficial to the city".

For more information

These newsletters are part of a coordinated strategy PERHT has set up to ensure the widest possible communication and dissemination of project activities and achievements, both at the local and European level.

The planned **PERHT Workshops** will provide a main communication platform to share views, project activities and achievements, during project progress. The workshops will be targeted to small working groups involved in "green" mobility and sustainable transport, with particular reference to historic towns, and will involve key local stakeholders as well as organisations from other national and European cities and towns.

Overall, three events will focus on specific issues related to parking and green mobility services:

1st Workshop: July-September 2013 in Treviso.

2nd Workshop: July-September 2014 in Livorno.

3rd Workshop: April-June 2015 in Norwich, UK.

The PERHT **project web site** will be also a main channel for continuous delivery of updated project information, including highlights on project results, public documents and events.

The PERHT web site is active and online at <http://www.perht-lifeplus.eu> and provides timely information about project developments and forthcoming events. It also includes links to PERHT related online resources and discussion groups, such as LIFE Community Forum (www.lifecommunity.eu) the Programme



First Monitoring Visit, 21 March 2013, ACTT Treviso

During the first six months of the project, PERHT has also started communicating project views and ideas through participation in national and international conferences. Specifically, PERHT partners have given presentations at the following events:



Public PERHT project website (www.perht-lifeplus.eu)

official online tool to promote discussion and exchange on issues relating to the LIFE program and LIFE projects, and the LIFE+ Open Discussion Group on LinkedIn (www.linkedin.com).

We kindly invite you to keep checking our web site regularly to be informed about ongoing developments and latest achievements of PERHT project in Treviso.

Contacts

For further information, please contact the PERHT Project Coordinator:

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Link to PERHT website



Link to PERHT newsletter